

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency



Nendra Febrianto¹, Agus Kristiyanto², Febriani Fajar Ekawati³

^{1,2,3}Sports Science Study Program, Faculty of Sports, Universitas Sebelas Maret, Indonesia

^{1,2,3}Menteri Supeno Street, Manahan, Banjarsari, Surakarta City, Central Java 57139, Indonesia

Orcid id: 0009-0006-5500-7041¹, 0000-0001-7961-4643², 0000-0002-6101-791X³

ABSTRACT: The purpose of this research is to find out the cipp evaluation technique to analyze the evaluation of sports tourism in Trenggalek Regency. This research is a type of qualitative research. Data collection techniques using observation, interviews, and documentation. The CIPP model will be used in the assessment research conducted here. The acronym CIPP stands for the all-encompassing and systematic assessment paradigm of context, input, process, and product. The results of the study show that in the analysis of sports tourism regulations in Trenggalek Regency the research findings are as follows: The Covid-19 pandemic has impeded Trenggalek Regency's efforts to increase sport tourism. There were a number of events that were canceled. The sport tourism industry in Trenggalek Regency is not well known among the locals. Trenggalek Regency's branding initiative to promote sport tourism is ineffective and not yet highly competitive. Trenggalek Regency's plan to enhance sports tourism is still not obvious because it is currently solely concerned with developing elite athletes. Diverse infrastructures in Trenggalek Regency sport tourism locations are being restoration, some of which are being hampered by financial limitations. Insufficient staff to manage sport tourism in Trenggalek Regency. It can be concluded that sports tourism brings many benefits to the community's economy. Through sport tourism, regions can promote according to their potential so that a good marketing effect appears to invite tourists and investors in that direction. Sports tourism has proven to be able to build community pride and trust in their area. Sports tourism as infrastructure strengthening, through sports tourism events, to repair and build roads. Therefore, the development of sports tourism in an area cannot be carried out alone by an agency, organization or group. Various elements must work together to unite the vision and mission to develop sport tourism in Trenggalek Regency.

KEYWORDS: Evaluation, Sports Tourism, Trenggalek Regency

INTRODUCTION

Tourism is a multifaceted industry with components influenced by the economy, politics, socioculture, environment, and other variables (Kebudayaan et al., 2013). The tourism sector has several facets, and many factors such as politics, socioculture, the environment, and the economics all have an impact (Rahma, 2020). Sports, which were formerly played only for their beneficial effects on one's body, have given way to more socially-oriented forms in the current period (Iyakrus, 2019). Governments throughout the world are beginning to see the potential in the sports tourism business and are dedicating more and more resources to the sector. Tourism in the sports industry is a growing industry in many countries, including Indonesia. This is particularly true for activities that make use of natural features like mountains, hills, forests, cliffs, rivers, and beaches (Komaini, 2018).

When managed efficiently and in line with the government's agenda, sports tourism may be a boon to the economy. In order for it to significantly contribute to regional development and the well-being of locals. Services, including tourism in particular for the Republic of Indonesia, make up the bulk of the global economy (Tophowijono, 2018). Indonesia is a popular tourist destination due to its many beautiful natural and cultural landmarks. Because of its various attractions, both local and international travelers flock to Indonesia. Tourism in Indonesia capitalizes on the country's abundant natural assets, such as its mountains, beaches, flora and wildlife, waterfalls, and other scenic landscapes. Raising Indonesia's human development index relies in part on the country's improving social conditions. Various initiatives to better the quality of society may benefit from tapping into the potential of existing natural resources via the use of cutting-edge technology. Natural resource management in the tourist sector is one manner in which natural resources may be used to enhance people's standard of living.

When brought together, sports and tourism have the potential to significantly impact Indonesia's economy (Zhurofa & Surahmadi, 2020). There are many issues that arise from studying sports tourism that cannot be reduced to a simple amalgamation of methods used to evaluate and resolve similar issues in the domains of sport and tourism separately. The public, the commercial

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency

sector, the sports industry, the tourist industry, academics, and the general public are all showing a keen interest in sports tourism right now. The combination of sports and tourism is a relatively recent concept in Indonesia (Susanto, 2016). Three subthemes, "Sport Science, Sport Industry, and Sport Tourism," are included in the Haornas (National Sports Day) 2020 theme in Indonesia. Promoting public health, lowering athletic performance, and growing the economy are all part of this subject. sports technology, the sports industry is integral to the growth of consumer products, and the rise of sports tourism as a means to boost national economies via the promotion of international travel and participation in organized sports.

Human activities in this modern era have experienced a lot of progress, where sports were originally just for physical health, now recreational sports are developing which are popular with the community (Bridge et al., 2011). Sports activities which are carried out correctly, regularly and programmed make the whole person feel calmer, more comfortable and at ease (Sumantri et al., 2021). The encouragement of sports culture causes it to become part of human life and is aware of the importance of health and spiritual satisfaction (Nugroho et al., 2023). Tourism is a large system with overall activities, with components, such as ecology, socio-culture, economy, politics, and others. If you look at tourism as a system, tourism analysis cannot be separated from other subsystems such as economics, political culture and so on which are interconnected (Mulyana, 2018). Sports tourism is a new growth industry that is now being recognized by government agencies, which are committing increasing resources to its development (Pauweni et al., 2022). In almost all countries in the world including Indonesia, sports tourism is a priority in its development so that currently the sports sector is used as a tourist destination, especially sports that take advantage of nature, for example mountains, hills, forests, cliffs, rivers and beaches (Kusuma et al., 2020).

Sports and tourism are two disciplines that can be combined so that they have a lot of power and influence on economic growth in Indonesia in general (Fajrila & Sepdanius, 2020). Sports tourism as a field of study creates various problems which cannot be analyzed and solved by a simple combination of approaches previously applied to the fields of sport and tourism, respectively (Lelono et al., 2019). It is hoped that various sport tourism events will emerge in each region in Indonesia one by one to increase economic growth and make these events one of the priority icons in the region (Vanagosi & Dewi, 2019). In addition to the promising effects of economic growth, event sport tourism can also be a positive platform (Lismadiana, 2021). For the public, prospective athletes and professional athletes in their fields (Falaahudin & Sugiyanto, 2013).

Many sporting events, both domestic and worldwide in scope, have been staged with great success in Indonesia, making the country a prime destination for sports tourists. Some of Indonesia's most popular sporting events include the Borobudur Marathon, the Bali Marathon, the Jogja International Heritage Walk, and the Tour de Singkarak (Sudiana, 2019). It is intended that over time, a number of different sport tourism events would arise in each area of Indonesia, contributing to economic growth and becoming one of the region's major symbols. Positive platforms may be seen in both economic progress and the tourist industry that revolves on sporting events. For the general public, aspiring athletes, and working professionals. Various parts of government, the commercial sector, and the community must assist each other to produce an amazing sports tourism event as envisioned, and the agenda and timetable must be worked on carefully with a mature idea (Afifah, I., & Sopiany, 2017).

Trenggalek Regency is one of East Java Province's 14 regencies, and it has a wide range of local cultures and customs. With regards to the tourism industry and the dispersal of possible tourist spots in Trenggalek Regency. Trenggalek's tourist sector is expanding and seeing rapid growth. The many types of tourism-related businesses spread across Trenggalek Regency are evidence of this. Everything from places to stay to dine to getting about to planning new attractions and landmarks is a part of the tourism industry (Rahmadaniari, 2012). Trenggalek Regency has several properties, therefore it's probable that we'll see a proliferation of new sport tourist ventures in the future. However, public-private partnerships are essential for the growth and maintenance of sports tourism hotspots. The tourism industry as a whole, and sports tourism in particular, will be positively impacted by the pattern of improvement and the grand design of structured tourism development in Trenggalek Regency. This includes both international and domestic tourists, athletes, tour managers/guides, the local community, and regional assets (Alana & Putro, 2020).

Landscapes that vary in elevation and topography, as well as in proximity to bodies of water like lakes, oceans, and rivers. Trenggalek Regency has a lot of potential for sports tourism, especially if the many facilities already possessed are upgraded. Taking advantage of the region's natural settings, Trenggalek Regency is home to a wide variety of sports tourism activities, such as a marathon run through Southeast Asia's largest durian forest at Duren Sari Tourism Village, downhill biking at the Watu Jago Bike Park Circuit, paragliding from Bukit Tunggangan, stand-up paddleboarding near Mutiara Beach, and rock climbing at Sepikul Cliff. The government places a premium on private/foreign sector collaboration in the management and development of tourist sites (Susanti, 2018).

Trenggalek Regency's local administration is taking a risk by planning a fantastic event called "Satusfest Trenggalek 2020" for the year 2020. Trenggalek Regency hosts a total of one hundred separate contests throughout the year, and this event serves as a central hub for all of them. Durio Forest Run International Durio Forestry, WTL Mountain Bike Cruising, Paragliding Trip of Indonesia (Trol), National Stand Up Paddle Race, Pre Paragliding National Championship, Independence Rock Climbing, Sea Kayak Marathon, Trenggalek Triathlon National Championship, Trenggalek City Health Run, and many more are just some of the sports tourism events that take place here each year. The "Satus Fest Trenggalek 2020" has been postponed due to the global pandemic as well as the recommendations of the WHO, central and local government authorities, the ministry of health, and the

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency

Covid-19 task force team. The epidemic has not only hit a few of industries; it has hit almost every one. The economy is decreasing irregularly, tourism isn't progressing, and the sports industry is in limbo. The health of the population is deteriorating, and many individuals have contracted Covid-19 (Saputro & Dawud, 2021). The study concluded that, first, people know less about sports tourism generally since "Satus Fest 2020" was canceled. Second, there is a lack of transparency about the Trenggalek Regency's planned sporting events. And thirdly, the impact that might have been achieved from the event if it had been appropriately arranged for today is diminished. The growth of tourism relies heavily on sound policy (Setyawan, 2022). The outcomes of a policy can only be learned via rigorous analysis. Evaluating a policy's efficacy may help in the development of similar policies in the future.

METHOD

This research is a type of qualitative research. Using the survey method. Data collection techniques using observation, interviews, and documentation. Analyzing data requires methodical searching, compiling it from interviews, field notes, and documentation, categorizing it, breaking it down into synthesis units, organizing it into patterns, selecting the most relevant and important aspects to study, and drawing conclusions in a way that can be easily understood. understood. By researchers and others.

In this study, researchers used formally organized interviews and more casual conversational interviews. Researchers create their own problems and questions to answer in an organized interview. As a result of asking the same question to several representative informants, important information or data is already known, driving the adoption of this methodology.

Analyzing data requires methodical searching, compiling it from interviews, field notes and documentation, categorizing it, breaking it down into synthesis units, organizing it into patterns, selecting the most relevant and important aspects to study, and drawing conclusions in a way that can be easily understood by researchers and others.

The CIPP evaluation technique will be used to conduct in-depth interviews for this research, and the evaluation's own exploration of Sport Tourism in Trenggalek Regency will cover a wide range of topics.

1. Evaluation of the Context In-depth interviews will be conducted to collect data on the current state of sport tourism in Trenggalek Regency, as well as future plans for the industry, the quality of sport tourism coaching, and the administration of sport tourism in the region.
2. The Trenggalek Regency's natural and human resources in relation to sport tourism, as well as other resources that support its implementation, such as infrastructure conditions and supporting facilities, will be gathered through interviews as part of the input evaluation.
3. To better understand the quality of the program, any issues with its execution, and how its success or failure may be gauged, interviews will be conducted as part of the process assessment.
4. As part of the product review process, we will conduct an in-depth interview with key stakeholders to learn more about the program's effectiveness and any unintended consequences of its rollout.

The CIPP model will be used in the assessment research conducted here. The acronym CIPP stands for the all-encompassing and systematic assessment paradigm of context, input, process, and product. Assessment based on the CIPP paradigm has applications beyond only education (Neldawati & Yaswinda, 2022) said that the CIPP assessment methodology is the most thorough and comprehensive approach. Decision making (the formative role) and information presentation (the persumative role) provide ideal contexts for the practice of evaluating context, input, process, and output.

RESULTS AND DISCUSSION

This study aims to evaluate sports tourism policies in Treanggalek Regency in context, in input, in process and in product

1. Evaluate in context

Trenggalek Regency's sport tourism conditions, strategies, development initiatives, and governance will all be discussed in this review of the local environment.

- a. The richness of natural resources possessed by a variety of tourist places makes sport tourism in Trenggalek Regency a promising industry.
- b. Sports stars and fans alike are becoming interested in Trenggalek Regency's sport adventure tourism and extreme sport tourism offerings.
- c. Trenggalek Regency residents aren't well-informed about the opportunities for sports tourism in their region.
- d. Although many sporting activities did not take place in Trenggalek Regency during the Covid 19 epidemic a few years ago, the region's many sporting attractions remained available for business.
- e. There is no apparent competitor to the Trenggalek Regency sport tourist events that are organized by specific municipalities.
- f. Trenggalek Regency's sport tourism branding effort is in its infancy and lags behind the competition.
- g. Because Trenggalek Regency is presently mainly concerned with nurturing excellent athletes, the sports tourist development program there is yet uncertain.
- h. Future iterations of Trenggalek Regency's sports tourism event schedule will be staged in a staggered fashion.
- i. Together with the SADEWA initiative (one tourism village), Trenggalek Regency's sports tourism agenda will be developed.

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency

- j. The KONI Trenggalek Regency's sport tourism outlets are limited.
- k. Cooperation between government entities, the corporate sector, and diverse communities is necessary for effective sport tourism management.

2. Input evaluation

Natural and human resources, as well as any other resources that will be necessary for its successful implementation, will be discussed in this input review.

- a. The Trenggalek Regency is home to abundant natural resources that might be used to host a wide range of sporting events.
- b. There is a dearth of people who know their stuff when it comes to sports and when it comes to sport tourism.
- c. Trenggalek Regency is home to a number of popular spots for sports tourists, but the region's limited resources have slowed the restoration of parts of the necessary infrastructure.
- d. Sport tourism in Trenggalek Regency is being held back by a lack of funding.

3. Process evaluation

Whether the program is functioning smoothly, common implementation issues, and indicators of success or failure will all be covered in this process review.

- a. Considering its intended purpose of boosting interest in Trenggalek Regency, the sport tourism initiative is off to a strong start. However, in recent years, the COVID-19 epidemic has hampered the smooth operation of sport tourist events in Trenggalek Regency.
- b. The post-CoV19 pandemic environment will be progressively restored when future events restart.
- c. Sport tourism in Trenggalek Regency is hampered by a lack of funds.
- d. Besides the financial resources, the bulk of the future development sites are already held by Perhutani.
- e. Trenggalek Regency has very few available jobs in the sport tourist industry.
- f. The epidemic of cobra virus type 19 caused the cancellation of many events a few years ago.
- g. A national-level paragliding competition was staged atop Tungan Hill at one point, followed by an enduro championship motor racing competition. Participants came from all across the country, not only Trenggalek Regency; the crowd was vibrant; and MSME performers' earnings went up as a result of their participation.

4. Product evaluation

In this analysis of the product, we will go through the outcomes of the established program, its efficacy, and its after-effects.

- a. The event's ongoing programming is on track to boost the economic sector in Trenggalek Regency in addition to boosting the region's profile as a destination for sports fans.
- b. Due to the lack of activity after the Covid 19 epidemic and the need to take into account the community's financial situation, the initiative has not been particularly successful so far.

The development of sports tourism in Trenggalek Regency has great potential as an attraction and a means of regional promotion. Likewise, it will have a positive impact on the region and the community as well as small and medium enterprises in the implementation area. Organizing tourism sports in a place directly can also provide benefits to the surrounding community because it can open up opportunities for the provision of food, drinks, both traditional and conventional transportation businesses. As a product of the sports industry, sports tourism requires further management in order to be able to attract foreign and local tourists as consumers. This management must be well planned, will be able to have a positive impact on tourism development in Trenggalek Regency and will ultimately be able to encourage an increase in tourism. The development of sport tourism which is increasingly prospective in the future and the contribution of tourism to regional development. The development of sports tourism in an area cannot be done alone by an agency, organization or group. Various elements must work together to unite their vision and mission to develop sports tourism in Trenggalek Regency.

CONCLUSION

The analysis of sport tourism regulations in Trenggalek Regency's research findings and debate leads the researchers to the following conclusion:

- a. The Covid-19 pandemic has impeded Trenggalek Regency's efforts to increase sport tourism. There were a number of events that were canceled.
- b. The sport tourism industry in Trenggalek Regency is not well known among the locals.
- c. Trenggalek Regency's branding initiative to promote sport tourism is ineffective and not yet highly competitive.
- d. Trenggalek Regency's plan to enhance sports tourism is still not obvious because it is currently solely concerned with developing elite athletes.
- e. Diverse infrastructures in Trenggalek Regency sport tourism locations are being restoration, some of which are being hampered by financial limitations.
- f. Insufficient staff to manage sport tourism in Trenggalek Regency

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency

It can be concluded that sports tourism brings many benefits to the community's economy. Through sport tourism, regions can promote according to their potential so that a good marketing effect appears to invite tourists and investors in that direction. Sports tourism has proven to be able to build community pride and trust in their area. Sports tourism as infrastructure strengthening, through sports tourism events, to repair and build roads. Therefore, the development of sports tourism in an area cannot be carried out alone by an agency, organization or group. Various elements must work together to unite the vision and mission to develop sport tourism in Trenggalek Regency.

REFERENCES

- 1) Afifah, I., & Sopiany, H. M. (2017). *Pengaruh Kesuksesan Penyelenggaraan Event Sport Tourism Triathlon Pariaman Dalam Meningkatkan Kunjungan Wisatawan Mancanegara Dari Tahun 2014 Sampai Tahun 2017*. 87(1,2), 149–200.
- 2) Alana, P. R., & Putro, T. A. (2020). Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan Pada Goa Lowo Kecamatan Watulimo Kabupaten Trenggalek. *Jurnal Penelitian Manajemen Terapan ...*, 180–194.
- 3) Bridge, C. A., Jones, M. A., & Drust, B. (2011). The activity profile in international taekwondo competition is modulated by weight category. *International Journal of Sports Physiology and Performance*, 6(3), 344–357. <https://doi.org/10.1123/ijspp.6.3.344>
- 4) Fajrila, F., & Sepdanius, E. (2020). Studi Permainan Tradisional Sebagai Wisata Minat Khusus Di Desa Wisata Kubu Gadang Kota Padang Panjang. *Jurnal Stamina*, 3(6).
- 5) Falaahudin, A., & Sugiyanto, F. (2013). Evaluasi Program Pembinaan Renang Di Klub Tirta Serayu, Tcs, Bumi Pala, Dezender, Spectrum Di Provinsi Jawa Tengah. *Jurnal Keolahragaan*, 1(1), 13–25. <https://doi.org/10.21831/jk.v1i1.2342>
- 6) Iyakrus, I. (2019). Pendidikan Jasmani, Olahraga Dan Prestasi. *Altius : Jurnal Ilmu Olahraga Dan Kesehatan*, 7(2). <https://doi.org/10.36706/altius.v7i2.8110>
- 7) Kebudayaan, D., Kabupaten, D., Primadany, S. R., & Daerah, P. (2013). *Pendahuluan Pembangunan daerah merupakan salah satu bagian dari pembangunan nasional yang daerah tersebut dibutuhkan kewenangan yang Sebagai tindak lanjut penyelenggaraan otonomi daerah dengan dikeluarkannya dan memenuhi tuntutan reformasi dan antara hubu*. 1(4), 135–143.
- 8) Komaini, A. (2018). Pengembangan Pariwisata Olahraga (Sport Tourism) Di Kawasan Wisata Bahari Mande. *Sporta Sainika*, 2(2), 272–279.
- 9) Kusuma, I. J., Nurcahyo, P. J., Wahono, B. S., & Festiawan, R. (2020). Pola Pengembangan Wisata Olahraga Rumpit Bike And Adventure Di Kabupaten Banjarnegara. *Menssana*, 5(1), 46–52. <https://doi.org/10.24036/jm.v%vi%i.133>
- 10) Lelono, S., Sabarini, S. S., & Riyadi, S. (2019). Diving Skill's Coaching Upaya Pemberdayaan Para Relawan Search and Rescue di Surakarta. *JORPRES (Jurnal Olahraga ...)*, 15(2), 57–60. <https://journal.uny.ac.id/index.php/jorpres/article/view/29508>
- 11) Lismadiana, L. (2021). Manajemen pembinaan atlet berbakat (PAB) cabang olahraga bulutangkis Daerah Istimewa Yogyakarta. *Jorpres (Jurnal Olahraga Prestasi)*, 17(2), 148–155. <https://doi.org/10.21831/jorpres.v17i2.43236>
- 12) Mulyana, N. (2018). Peran Disporapar Kabupaten Kuningan Dalam Meningkatkan Olahraga Prestasi Di Kabupaten Kuningan. *JUARA : Jurnal Olahraga*, 3(1), 1–7. <https://doi.org/10.33222/juara.v3i1.212>
- 13) Neldawati, N., & Yaswinda, Y. (2022). Evaluasi CIPP Penerapan Permendikbud 137 dan 146 Tahun 2014 di Kecamatan Sijunjung. *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini*, 6(4), 2954–2961. <https://doi.org/10.31004/obsesi.v6i4.2066>
- 14) Nugroho, D., Hidayatullah, M. F., Doewes, M., & Purnama, S. K. (2023). The effects of massed and distributed drills, muscle strength, and intelligence quotients towards tennis groundstroke skills of sport students. *Journal Pedagogy of Physical Culture and Sports*, 1(1), 14–23. <https://doi.org/10.15561/26649837.2023.0102>
- 15) Pauweni, M., Rahayu, T., Winarno, M. ., Amali, Z., & Setyawati, H. (2022). Potensi Pariwisata Olahraga Di Provinsi Gorontalo. *Bajra: Jurnal Keolahragaan*, 1(1), 31–42.
- 16) Rahma, A. A. (2020). Potensi Sumber Daya Alam dalam Mengembangkan Sektor Pariwisata Di Indonesia. *Jurnal Nasional Pariwisata*, 12(1), 1. <https://doi.org/10.22146/jnp.52178>
- 17) Rahmadaniari, N. R. (2012). *Pembangunan Sektor Pariwisata Dan Dampaknya Terhadap Perubahan Sosial Ekonomi Masyarakat Sekitar (Studi Pada Obyek Wisata Alam Kecamatan ...*
- 18) Saputro, W. A., & Dawud, M. Y. (2021). Strategi Pemulihan Dengan Kerjasama Dua Sektor, Mungkinkan Sektor Pariwisata Dan Umkm Bangkit? *Journal of Agribusiness Science and Rural Development*, 1(1), 1–9. <https://doi.org/10.32639/jasrd.v1i1.10>
- 19) Setyawan, M. A. (2022). Jurnal Ekonomika dan Bisnis. *Jurnal Ekonomika Dan Bisnis*, 8(2), 27–41.
- 20) Suidiana, I. K. (2019). Dampak Olahraga Wisata Bagi Masyarakat. *Dampak Olahraga Wisata Bagi Masyarakat*, 16(1), 12. <https://doi.org/10.23887/ika.v16i1.19826>
- 21) Sumantri, M. S., Hidayat, D. R., & Juriana, J. (2021). The urgency of sports talent instruments: Perspectives of early childhood teachers in Indonesia. *Journal of Physical Education and Sport*, 21(4), 2343–2349.

The Cipp Evaluation Technique to Analyze the Evaluation of Sports Tourism in Trenggalek Regency

<https://doi.org/10.7752/jpes.2021.s4314>

- 22) Susanti, R. Y. (2018). *Strategi Pemerintah Daerah dalam Mengembangkan Potensi Pariwisata Pantai Pasir Putih Karanggongso (Studi di Dinas Pariwisata Pemuda dan Olahraga Kabupaten Trenggalek)*.
- 23) Susanto, I. (2016). Perencanaan Pembangunan Pariwisata di Daerah (Studi Pelaksanaan Program pada Dinas Pemuda Olahraga dan Pariwisata Kabupaten Pekalongan). *Jurnal Ilmiah Administrasi Publik*.
<https://doi.org/10.21776/ub.jiap.2016.002.03.1>
- 24) Tophowijono, N. (2018). Penerapan konsep Comunity Based Torism dalam pengelolaan daya tarik wisata berkelanjutan. *Jurnal Administrasi Bisnis (JAB)*, 58, 20–26.
- 25) Vanagosi, K. D., & Dewi, P. C. P. (2019). Evaluasi Program Pembinaan Prestasi Cabang Olahraga Panahan Di Bali. *Jurnal Penjakora*, 6(1), 24. <https://doi.org/10.23887/penjakora.v6i1.17353>
- 26) Zhurofa, H., & Surahmadi. (2020). Strategi Komunikasi Dalam Pengembangan Promosi Pariwisata di Dinas Pemuda, Olahraga dan Pariwisata Kabupaten Cilacap. *Jurnal Sosial Politik Peradaban*, 1(1), 59–71.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.